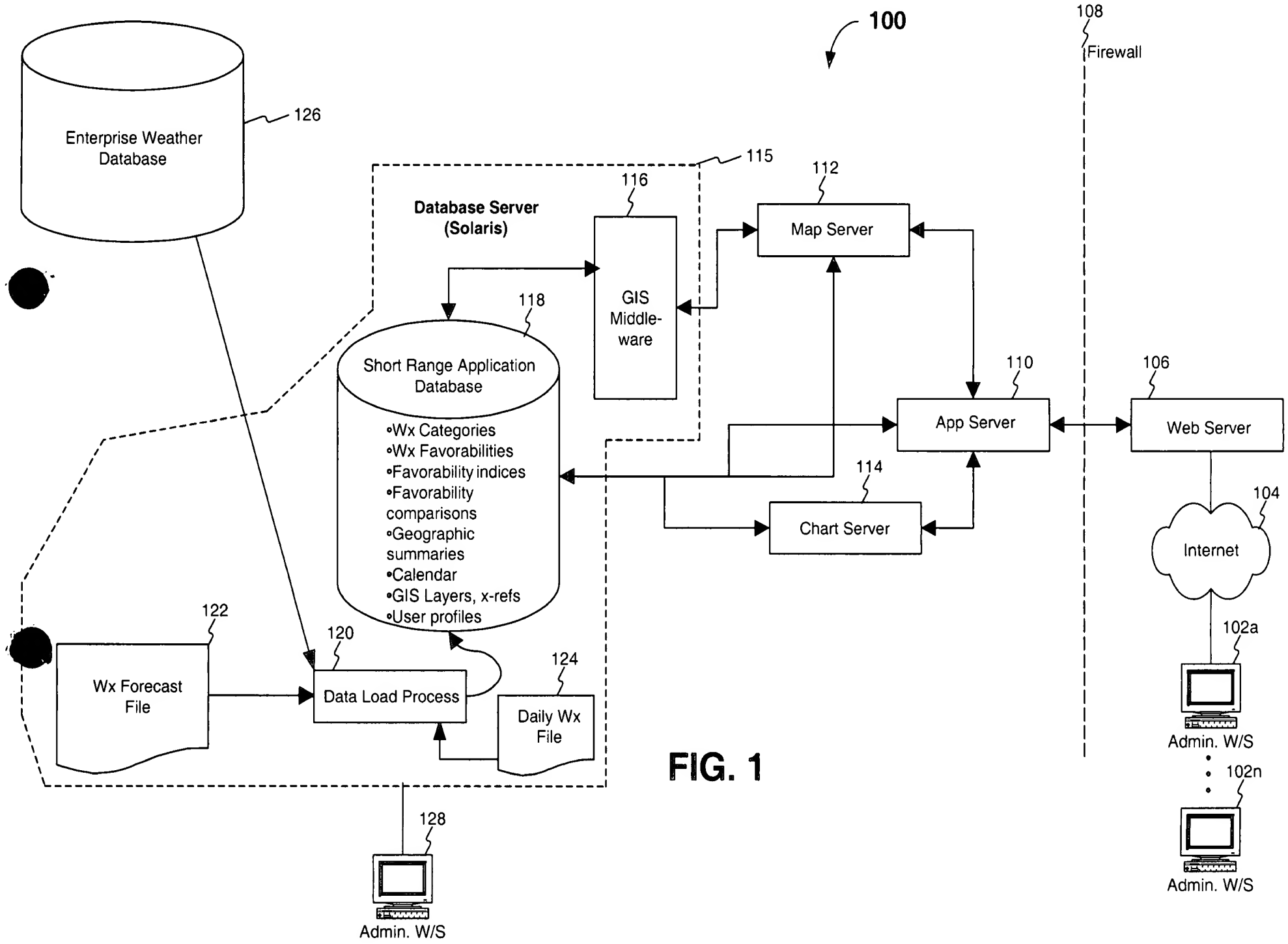


FIG. 1

09656397.090600

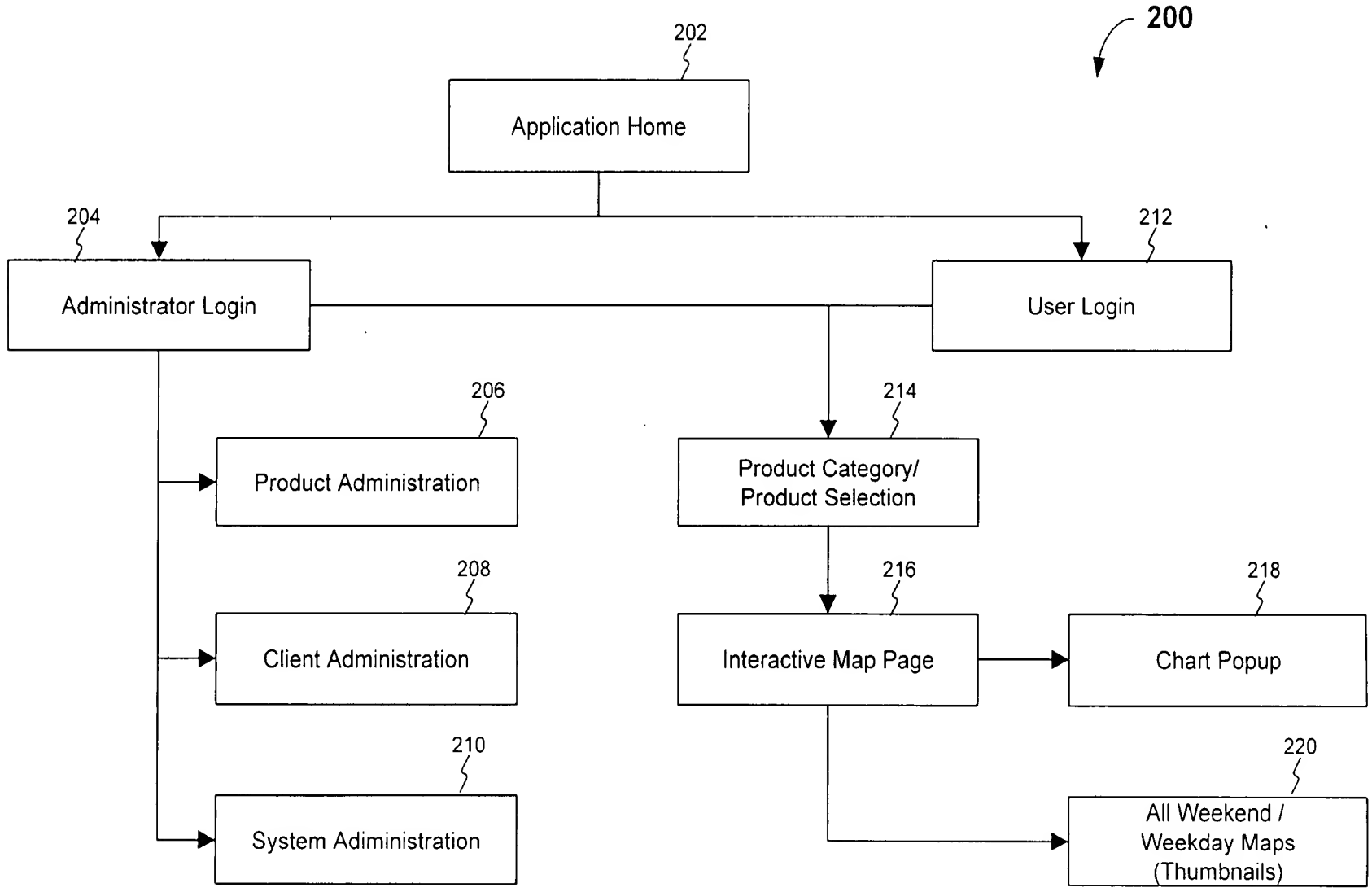

200
202
Application Home
204
Administrator Login
212
User Login
206
Product Administration
208
Client Administration
210
System Adiministration
214
Product Category/
Product Selection
216
Interactive Map Page
218
Chart Popup
220
All Weekend /
Weekday Maps
(Thumbnails)

FIG. 2

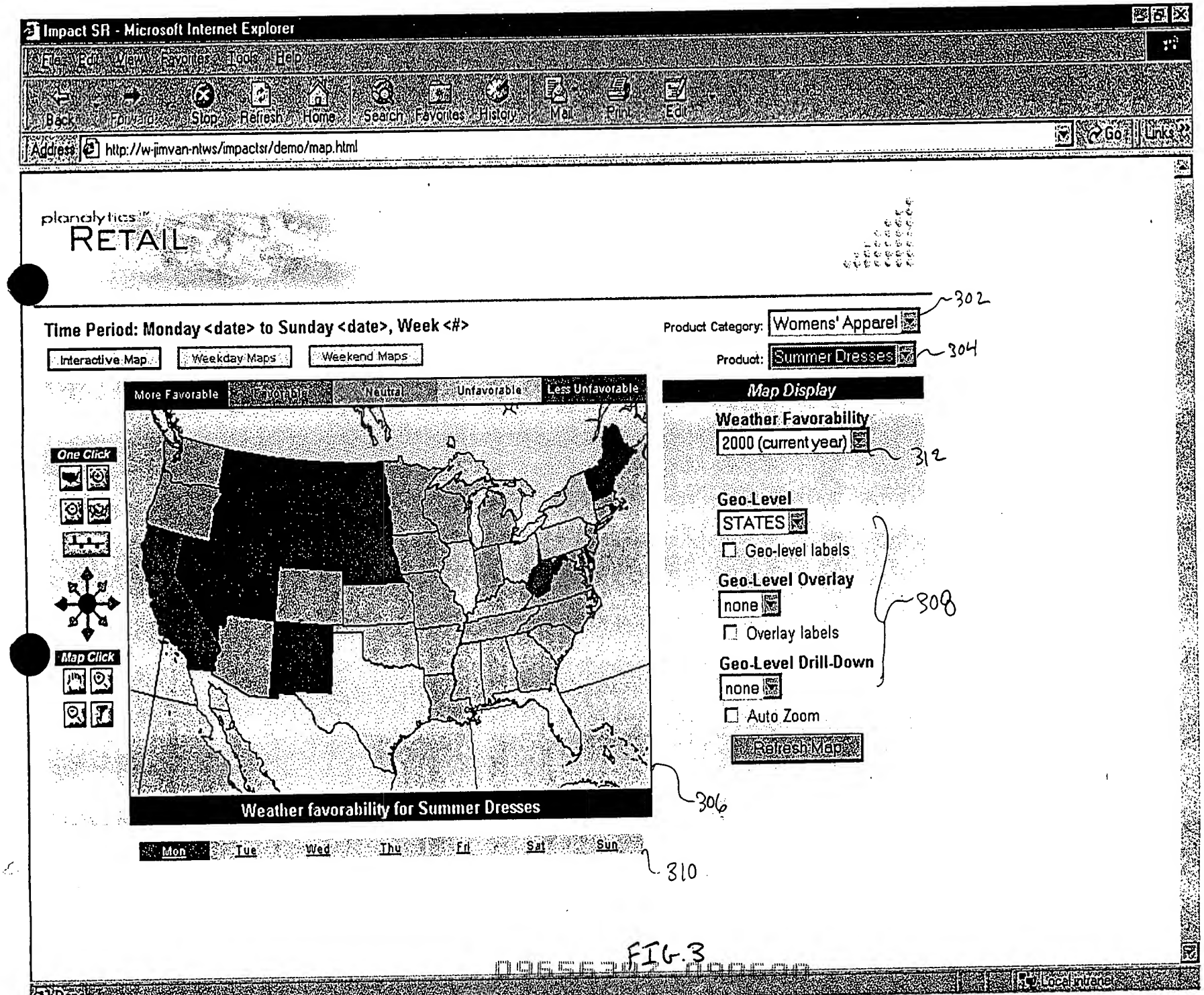

300
Impact SR - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit
Address http://w-jimvan-ntws/impactsr/demo/map.html
Go Links
planalytics
RETAIL
Time Period: Monday <date> to Sunday <date>, Week <#>
Interactive Map
Weekday Maps
Weekend Maps
Product Category: Womens' Apparel
302
Product: Summer Dresses
304
Map Display
Weather Favorability
2000 (current year)
312
Geo-Level
STATES
Geo-level labels
Geo-Level Overlay
none
Overlay labels
Geo-Level Drill-Down
none
Auto Zoom
Refresh Map
308
More Favorable
Favorable
Neutral
Unfavorable
Less Unfavorable
One Click
Map Click
Weather favorability for Summer Dresses
306
Mon
Tue
Wed
Thu
Fri
Sat
Sun
310
Done
Local intranet

FIG. 3

400

Impact LR: Chart - Microsoft Internet Explorer

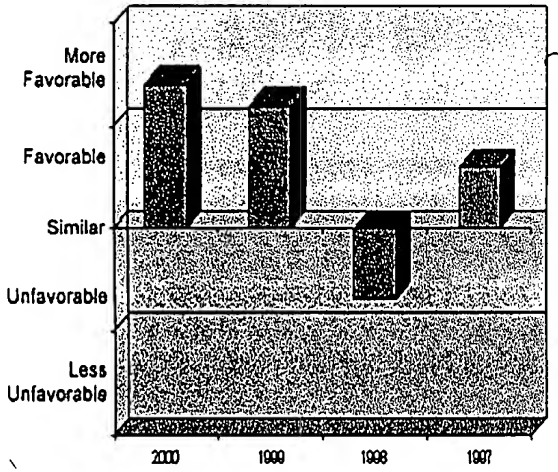
File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit

Address http://w-jimvan-ntws/impactsr/demo/chart.html Go Links

Weather favorability for
Summer Dresses in Nevada
for this year and the
previous three years during week #.

404



402

Close

406

FIG. 4

Done Local intranet

500

Impact SR - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit

Address http://w-jimvan-nlws/impactsr/demo/weekend.html Go Links

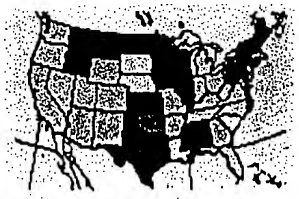
planalytics RETAIL

Time Period: Monday <date> to Sunday <date>, Week <#>

Interactive Map | Weekday Maps | Weekend Maps

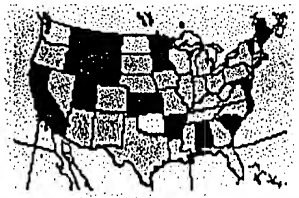
More Favorable | Favorable | Neutral | Unfavorable | Less Unfavorable

Weather favorability for Summer Dresses



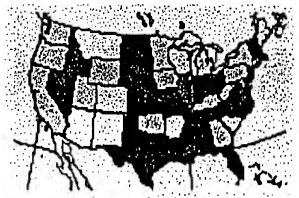
Friday, DATE, 2000

502a



Saturday, DATE, 2000

502b



Sunday, DATE, 2000

502c

Product Category: Womens' Apparel 302

Product: Summer Dresses 304

Weather Favorability

2000 (current year) 312

FIG. 5

Local intranet

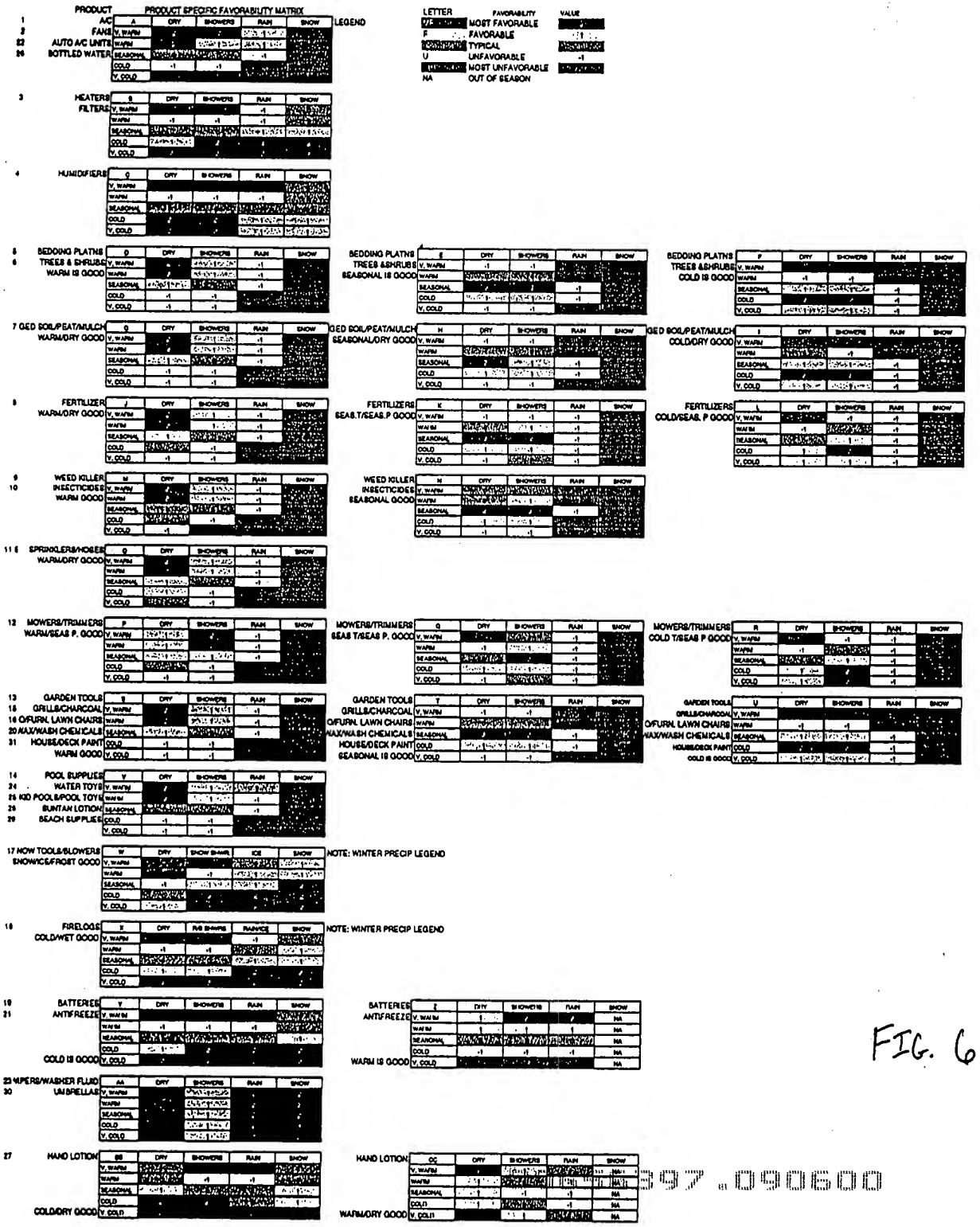


FIG. 6

397.090600

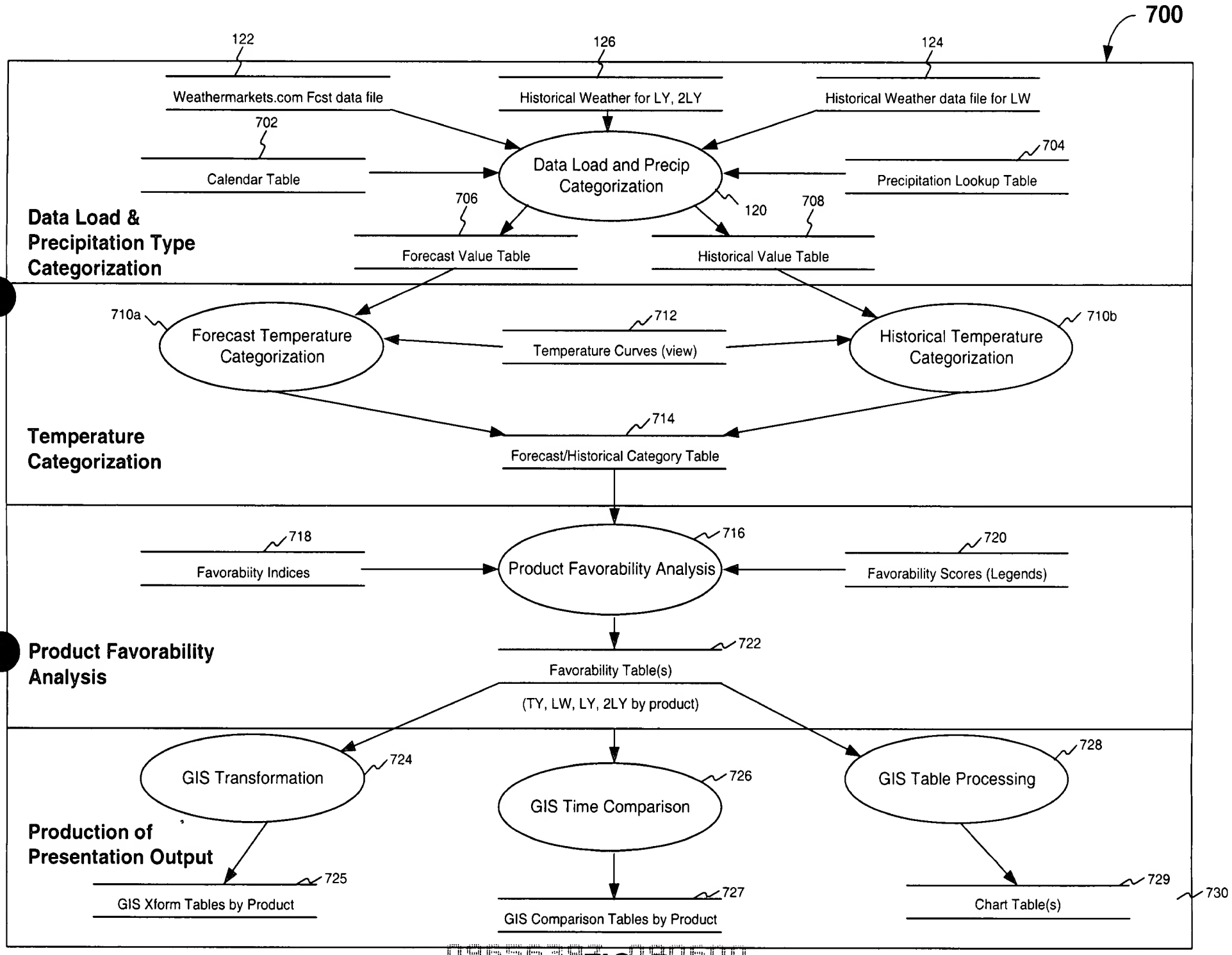

700
122
126
124
Weathermarkets.com Fcst data file
Historical Weather for LY, 2LY
Historical Weather data file for LW
702
Calendar Table
Data Load and Precip Categorization
704
Precipitation Lookup Table
120
706
Forecast Value Table
708
Historical Value Table
Data Load & Precipitation Type Categorization
710a
Forecast Temperature Categorization
712
Temperature Curves (view)
710b
Historical Temperature Categorization
714
Forecast/Historical Category Table
Temperature Categorization
718
Favorabiity Indices
716
Product Favorability Analysis
720
Favorability Scores (Legends)
722
Favorability Table(s)
(TY, LW, LY, 2LY by product)
Product Favorability Analysis
724
GIS Transformation
726
GIS Time Comparison
728
GIS Table Processing
Production of Presentation Output
725
GIS Xform Tables by Product
727
GIS Comparison Tables by Product
729
Chart Table(s)
730
0003-26.vsd/3

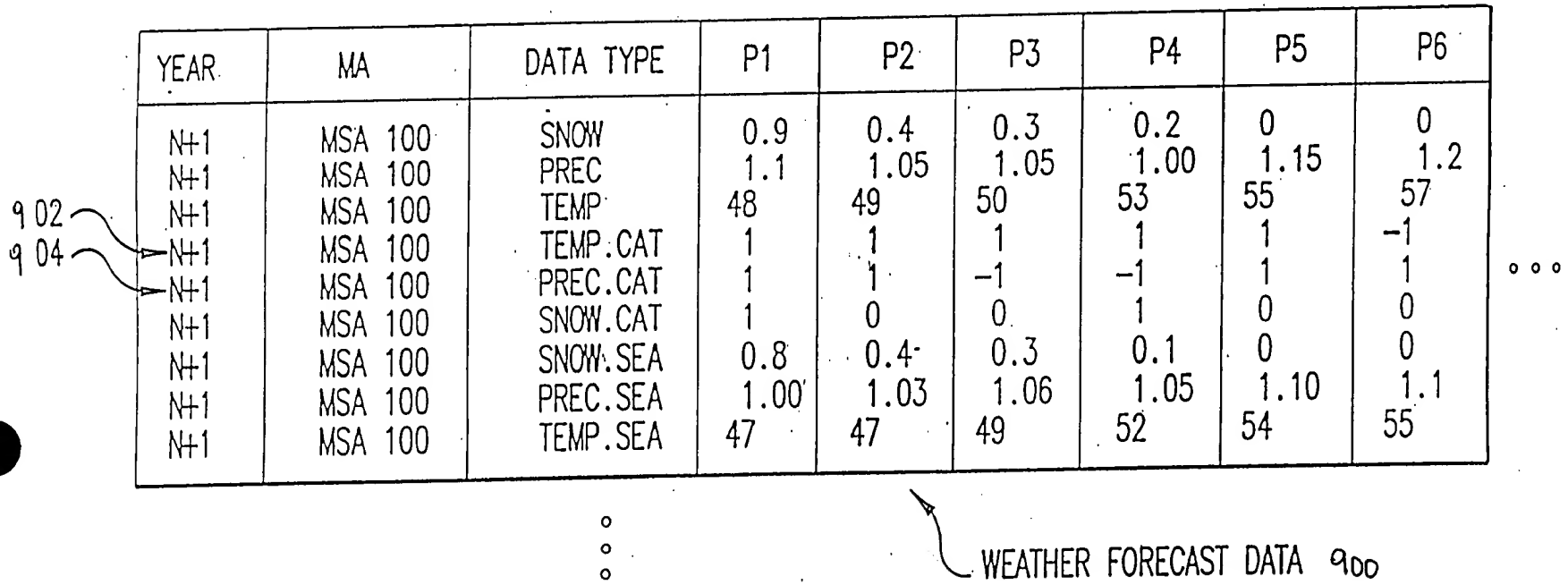
FIG. 7

WEATHER HISTORY 126

YEAR	MA	DATA TYPE	P1	P2	P3	P4	P5	P6
1994	MSA 100	TEMP.SEA	46	47	50	51	54	55
1995	MSA 100	TEMP.SEA	46	47	49	51	53	55
1994	MSA 100	SNOW.SEA	0.7	0.2	0.2	0.1	0	0.1
1995	MSA 100	SNOW.SEA	0.8	0.2	0.2	0.1	0	0
1994	MSA 100	PREC.SEA	1.01	1.03	1.08	1.1	1.12	1.1
1995	MSA 100	PREC.SEA	1.01	1.03	1.07	1.1	1.12	1.1
1994	MSA 100	SNOW	0	0	0	0	1.2	0
1995	MSA 100	SNOW	0	0	0	0	0	0
1994	MSA 100	PREC	1.5	0.4	0.9	1.3	1.7	0.3
1995	MSA 100	PREC	1.1	0.01	2.68	1.78	0.48	0.01
1994	MSA 100	TEMP	49	43	45	47	50	42
1995	MSA 100	TEMP	53	51	56	50	58	54
1994	MSA 100	TEMP.CAT	1	-1	-1	-1	-1	-1
1995	MSA 100	TEMP.CAT	1	1	1	0	1	-1
1994	MSA 100	PREC.CAT	1	-1	-1	1	1	-1
1995	MSA 100	PREC.CAT	1	-1	1	1	-1	-1

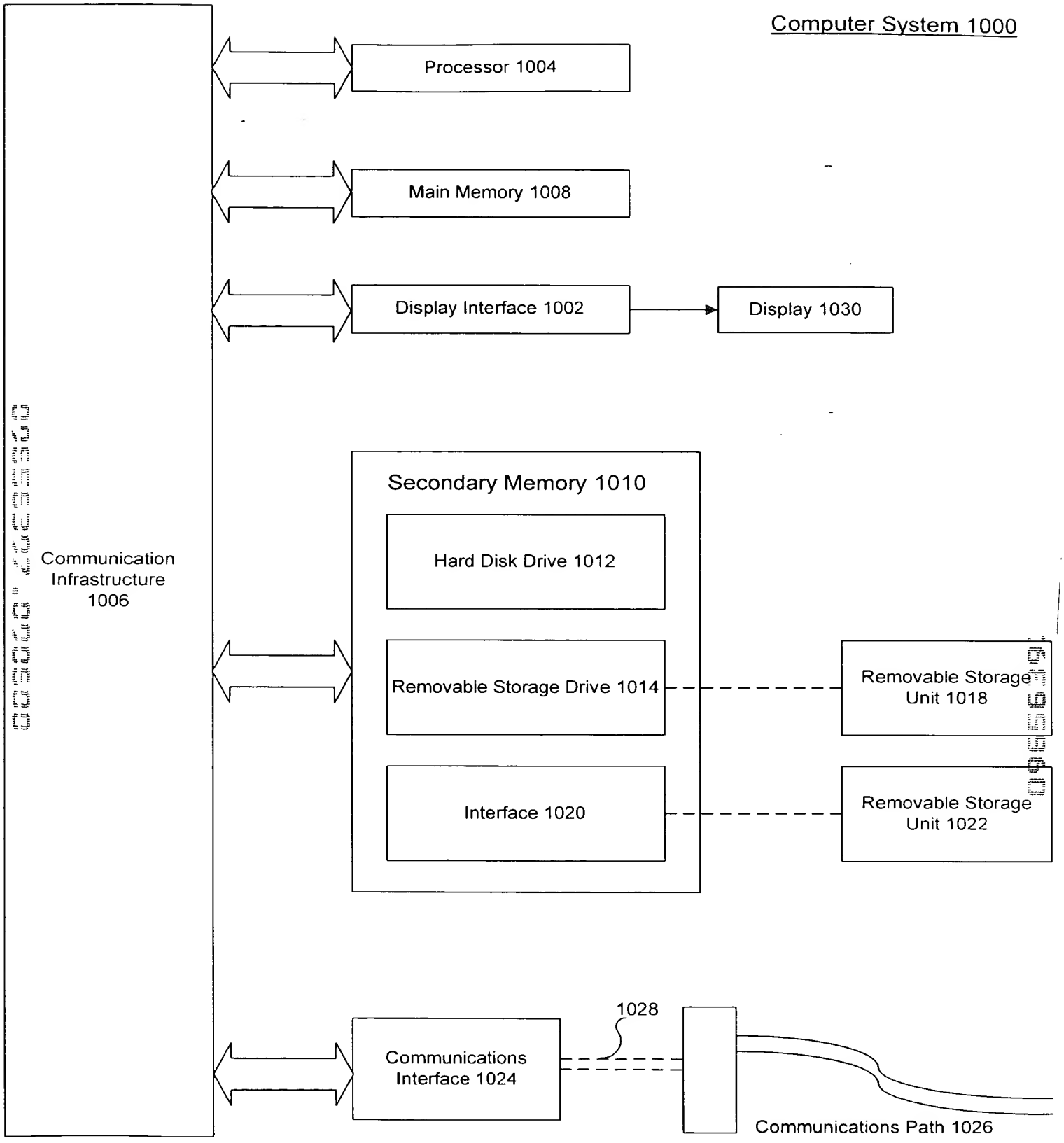
802
803
804
805

FIG. 8



YEAR	MA	DATA TYPE	P1	P2	P3	P4	P5	P6
N+1	MSA 100	SNOW	0.9	0.4	0.3	0.2	0	0
N+1	MSA 100	PREC	1.1	1.05	1.05	1.00	1.15	1.2
N+1	MSA 100	TEMP	48	49	50	53	55	57
N+1	MSA 100	TEMP.CAT	1	1	1	1	1	-1
N+1	MSA 100	PREC.CAT	1	1	-1	-1	1	1
N+1	MSA 100	SNOW.CAT	1	0	0	1	0	0
N+1	MSA 100	SNOW.SEA	0.8	0.4	0.3	0.1	0	0
N+1	MSA 100	PREC.SEA	1.00	1.03	1.06	1.05	1.10	1.1
N+1	MSA 100	TEMP.SEA	47	47	49	52	54	55

FIG. 9



0003-26.vsd/4

FIG. 10

Calendar Table 702

Name	Null?	Type
DATE_ID	NOT NULL	DATE
YEAR_ID		NUMBER(38)
QUARTER		NUMBER(38)
MONTHNUM		NUMBER(38)
MONTHNAME		VARCHAR2(9)
WEEKNUM		NUMBER(38)
WEEKDAYNUM		NUMBER(38)
DAYNAME		VARCHAR2(9)
WEEKEND		VARCHAR2(3)
HOLIDAYDESC		VARCHAR2(16)
HOLIDAYFLAG		VARCHAR2(3)

DATE_ID	YEAR_ID	QUARTER	MONTHNUM	MONTHNAME	WEEKNUM	WEEKDAYNUM	DAYNAME	WEEKEND	HOLIDAYDESC	HOLIDAYFLAG
3-Feb-97	1997	1	1	February	1	1	Monday	No		No
4-Feb-97	1997	1	1	February	1	2	Tuesday	No		No
5-Feb-97	1997	1	1	February	1	3	Wednesday	No		No
6-Feb-97	1997	1	1	February	1	4	Thursday	No		No
7-Feb-97	1997	1	1	February	1	5	Friday	No		No
8-Feb-97	1997	1	1	February	1	6	Saturday	Yes		No
9-Feb-97	1997	1	1	February	1	7	Sunday	Yes		No
10-Feb-97	1997	1	1	February	2	1	Monday	No		No
11-Feb-97	1997	1	1	February	2	2	Tuesday	No		No
12-Feb-97	1997	1	1	February	2	3	Wednesday	No		No
13-Feb-97	1997	1	1	February	2	4	Thursday	No		No
14-Feb-97	1997	1	1	February	2	5	Friday	No	Valentines Day	Yes
15-Feb-97	1997	1	1	February	2	6	Saturday	Yes		No
16-Feb-97	1997	1	1	February	2	7	Sunday	Yes		No
17-Feb-97	1997	1	1	February	3	1	Monday	No	Presidents Day	Yes
18-Feb-97	1997	1	1	February	3	2	Tuesday	No		No
19-Feb-97	1997	1	1	February	3	3	Wednesday	No		No
20-Feb-97	1997	1	1	February	3	4	Thursday	No		No
21-Feb-97	1997	1	1	February	3	5	Friday	No		No
22-Feb-97	1997	1	1	February	3	6	Saturday	Yes		No
23-Feb-97	1997	1	1	February	3	7	Sunday	Yes		No

FIG. 11A

Precipitation Lookup Table 704

PRECIP_TYPE

PRECIP_CODE	PRECEDENCE	PRECIP_DEFINITION
SN	6	SNOW
ICE	5	ICE
SNSH	4	SNOW SHOWERS
RA	3	RAIN
RASH	2	SHOWERS
DRY	1	DRY

EVENT_PRECIP_CODE

EVENT_CODE	EVENT_DEFINITION	PRECIP_CODE
MISS	Missing event string	DRY
UP	Unknown Precipitation	DRY
UNINT	Uninterpretable code	DRY
TS	Thunderstorm	DRY
RW	Rainshowers (obsolete code)	RASH
RN	Rain (obsolete code)	RA
IP	Ice pellets (obsolete code)	ICE
PE	Ice pellets	ICE
DZ	Drizzle	RA
RA	Rain	RA
SH	Showers	RASH
SN	Snow	SN
SG	Snow grains (small granular snow)	SN
IC	Ice crystals	DRY
PL	Ice pellets	ICE
GR	Hail	RASH
GS	Small hail or snow pellets	RASH
BR	Mist (light fog)	RASH
FG	Fog	DRY

Fig. 11B

Historical Value Table 706 and Forecast Value Table 708

Name	Null?	Type
STATION	NOT NULL	CHAR(4)
DAY	NOT NULL	DATE
MAX_TEMP		NUMBER(3)
MIN_TEMP		NUMBER(3)
MEAN_TEMP		NUMBER(3)
PRECIP		NUMBER(6,2)
PRECIP_CAT		VARCHAR2(9)
TYPE		VARCHAR2(4)

FIG. 11C

Historical Category Table and Forecast Category Table 714

Name	Null?	Type
STATION	NOT NULL	CHAR(4)
DAY	NOT NULL	DATE
MAX_TEMP		NUMBER(3)
MIN_TEMP		NUMBER(3)
MEAN_TEMP		NUMBER(3)
TEMP_CAT		NUMBER(3)
PRECIP		NUMBER(6,2)
PRECIP_CAT		VARCHAR2(9)
TYPE		VARCHAR2(4)

FIG. 11D

Product Favorability Table 722

Name	Null?	Type
STATION	NOT NULL	CHAR(4)
DAY	NOT NULL	DATE
PRODUCT_ID	NOT NULL	NUMBER(10)
WX_FAV		NUMBER(1,2)

FIG. 11E

GIS Transform 725 and GIS Comparison Table 727

Name	Null?	Type
STATION		
D1		NUMBER(1,2)
D2		NUMBER(1,2)
D3		NUMBER(1,2)
D4		NUMBER(1,2)
D5		NUMBER(1,2)
D6		NUMBER(1,2)
D7		NUMBER(1,2)

FIG. 11F

PRE-GIS Transformation

STATION	DAY	PRODUCT_ID	WX_FAV
KPHL	9/4/00	1	1
KPHL	9/5/00	1	2
KPHL	9/6/00	1	-1
KBWI	9/4/00	1	2
KBWI	9/5/00	1	0
KBWI	9/6/00	1	0
KBOS	9/4/00	1	1
KBOS	9/5/00	1	2
KBOS	9/6/00	1	-2

FIG. 11G

Post-GIS Transformation

STATION	D1	D2	D3
KPHL	1	2	-1
KBWI	2	0	0
KBOS	1	2	-2

FIG. 11H